

File Created by [Blogging Rebirth](#) WP Plugin

[How to make your postcard marketing campaign a success](#)

The more you understand about any subject, the more interesting it becomes. As you read this article you'll find that the subject of Postcard Marketing is certainly no exception.

Since it is one of the easiest and one of the most lucrative ventures today, postcard ventures are indeed today's few competitive markets today and how to make your postcard marketing campaign a success can be determined by how much time and effort you put into it.

Nowadays, people always look for and embrace alternative ways to add a few bucks with the rising cost of basic and prime commodities and some people have actually seen good business with postcard marketing.

Whether you are a computer savvy technician, lay-out artist or a writer, some people have actually taken advantage of the potential money-making capacity of the postcard industry as an alternative source of income.

Looking back from the past, man always has the insatiable need to communicate, whether it be the standard norm of talking to another person, writing a personal and intimate letter or through long distances with the use of the telephone, communication will continue to be a part of every day living.

For a period of time, with the advent of analog communication systems like the telegraph and telephone systems led the way in innovating and speeding up communication and making the world a smaller place.

At the turn of the 18th and 19th centuries, newspapers became common carriers of information, but even with telegraph lines and messages, the most popular means of communication was still letter writing.

This was until the postcard came along and was first introduced in the 1870's as a promotional advertisement primarily aimed at businesses.

This became very popular with the public and several publishing and printing companies adopted the process by coming up with laid out sheets of paper advertising business and leaving blank spaces with which people can write notes or short messages as they continue to pass it around or even mail the postcards to friends and family.

If you base what you do on inaccurate information, you might be unpleasantly surprised by the consequences. Make sure you get the whole Postcard Marketing story from informed sources.

A few years after it has been introduced, the United States Congress passed a legislation allowing people to write notes on the postcards.

This further caught on with the public and demand for more postcards, steadily rose with publishing and printing companies surprisingly striving to meet up with public demand,

From an initial demand of 770 million postcards printed on that first year, the popularity of this innovative print media resulted to a breakthrough production of 1 billion two years after.

The fad kept on growing and by 1909 the leading printing firm Illustrated Postcard Company churned out a staggering 3 million printed postcards everyday.

By this time, people thought of a variety of ways other than postcards being just a means of communication.

Presently, postcard marketing has become one of the low-cost, yet surprisingly one of the most effective marketing campaigns effective today, mainly because it's utilization of minimal resources for maximum effect has served to attract a large share of the consumer market.

There are basically several simple rules on how to make your postcard marketing campaign a success and these includes the basic tools for marketing almost anything under the sun and those are planning, organizing, directing, control for the decision-making process of production lines, pricing, promotion and servicing.

Just make good use of those tolls and for sure, you will know how to make your postcard marketing campaign a success.

That's how things stand right now. Keep in mind that any subject can change over time, so be sure you keep up with the latest news.

About the Author

By Anders Eriksson, feel free to visit his Perpetual20 training site for great bonuses: [Perpetual20](#)

You can also find this article published on [How to make your postcard marketing campaign a success](#)